



ROYAL DANISH EMBASSY
The Trade Council

INVITATION TO WORKSHOP AND JOINT DIGITAL PROMOTION OPPORTUNITIES IN POLAND

PARTNERS:



pwc

DANISH.CARE

Trade Association for Assistive Technology



BACKGROUND NOTE

The project aims at giving the Danish companies strong foundations for making decision whether to enter the Polish market in the nearest future. The participants will get a solid overview of the market landscape as well as knowledge on how to facilitate activities and efforts in entering the sales channels of the Healthcare market in Poland.



In Poland, shortages of caretakers demonstrate the need for assistive devices and technology. Danish providers are world leaders in welfare technology and other innovative products within the eldercare sector and beyond.



By incorporating these new products and technologies into the Danish healthcare system, it has been shown to have significantly improved the wellbeing of both patients and employees in the Danish healthcare sector.

Therefore, we would like to promote those solutions in Poland. Danish providers offer wide variety of products, which can solve lack of labour and economic resources in Poland.



Moreover, we can see a new potential for Danish companies to participate in tenders for investments across elderly care facilities as well as for reconstruction of long term wards at hospitals within the following programs:

- EU multiannual financial framework for 2021 2027
- EU Reconstruction and Recovery Fund
- Polish National Medical Fund

ACTIVITIES

The Royal Danish Embassy in Warsaw is planning to inform companies about the above-mentioned opportunities in collaboration with PwC. We aim to equip the participating companies with specific knowledge needed to do successful business activities in Poland in accordance with specific sector procedures and regulations.

Additionally, participants' services will be promoted digitally via the most relevant digital healthcare promotional channels.

WORKSHOP

Date: 24th of November 2022
(Thursday)

Time: 13:00 - 17:00

Venue: Eigteds Pakhus,
Copenhagen

Agenda:

1. Healthcare system in Poland - opportunities, challenges, unmet needs.

2. Cultural differences - insights into the cultural aspects.

3. Legal system, taxation, VAT - insights into the legal aspects.

4. Next steps - introduction to Strategic Healthcare Alliance 2023 in Poland.

DIGITAL PROMOTION

Timeline: November 2022 - January 2023

The Trade Council in Poland will prepare press article promoting participants' solutions on one of the key portals in Poland targeting opinion leaders, experts and decision makers in the field of healthcare.

Article will be promoted both online (Social Media, online website of the portal) as well as offline (published in journal that is distributed in paper form to 1,500 named recipients: opinion leaders, decision makers, experts, managers, heads of professional organizations and journalists).

